DOCUMENT RESUME

ED 391 528 IR 055 803

AUTHOR	Garlock, Kristen L.; Piontek, Sherry
TITLE	Building the Service-Based Library Web Site: A Step-by-Step Guide to Design and Options.
INSTITUTION	American Library Association, Chicago, Ill.
REPORT NO	ISBN-0-8389-0674-5
PUB DATE	96
NOTE	101p.
AVAILABLE FROM	American Library Association, 155 North Wacker Dr., Chicago, IL 60606-1719 (members: $22.50; non-members: $25).
PUB TYPE	Books (010) -- Guides - Non-Classroom Use (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Access to Information; Information Sources; Instructional Innovation; *Internet; *Library Instruction; *Library Services; Public Relations; Screen Design (Computers); Technological Advancement; Users (Information)
IDENTIFIERS	*Home Pages; Links (Indexing); Technology Plans; *World Wide Web

ABSTRACT

The World Wide Web, with its captivating multimedia features and hypertext capabilities, has brought millions of new users to the Internet. Library staff who could create a home page on the Web could present basic information about the library and its services, showcase its resources, create links to quality material inside and outside the library, and interact with browsers. Chapters include: (1) "The Home Page Advantage," which presents an overview of the World Wide Web and its ramifications for libraries; (2) "Start with a Plan," explains how to decide on an approach, a project timeline, and Web-related policy; (3) "Everybody's Web Site: Consensus and Collaboration," focuses on presenting the plan to staff and educating them; (4) "Content Search and Selection," which features directions for including remote content, or outside hyperlinks, as well as a list of subject directories and search engines; (5) "Presentation: Style and Structure," concentrating on design issues; and (6) "The Dynamic Web Site: Promotion Evaluation, and Maintenance." Throughout the book, screen captures of actual library home pages are provided, along with their Internet addresses; example of things other libraries have put on their home pages include maps, policy statements, hours of operation, directories, guides to the online catalog, interlibrary loan request forms, and even short video clips "starring" the library staff. Appendices offer online resources, special considerations depending on whether the setting is an academic library, school media center, or public library, and home page templates with sample hypertext markup language (HTML). (BEW)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****